



CUPRA Ateca Limited Edition

CUPRA Ateca Limited Edition: Eye-catching design and a resonating sound

- > CUPRA adds increased levels of sophistication and performance to the definitive high-performance SUV
- > Akrapovic exhaust reduces weight and brings a unique, dynamic sound while Brembo brakes increase stopping power
- > Newly designed and exclusive 20" copper alloy wheels increases track width
- > Carbon Fibre elements add aesthetic finesse and improve aerodynamic performance
- > Just 1,999 CUPRA Ateca Limited Edition will be produced, guaranteeing its rarity
- > Launch of the online reservation platform in Spain, the first project developed by SEAT:CODE

PRENSA PREMSA NEWS PRESSE STAMPA

Martorell, 28-10-2019. – CUPRA continues its mission to create the ultimate expression of performance, sophistication and uniqueness with the introduction of its CUPRA Ateca Limited Edition. The high-performance SUV continues the brand's dedication to developing a new era of performance vehicles, but with a contemporary interpretation of what sportiness is.

The CUPRA Ateca remains a unique model in its segment, perfectly aligned to customers' needs, but the vehicle now takes its striking exterior looks, stylish interior and accessible performance a step further with the introduction of the CUPRA Ateca Limited Edition, with a limited run of just 1,999 vehicles.

CUPRA



The CUPRA Ateca Limited Edition fuses its advanced turbocharged, direct-injection, four-cylinder 2-litre TSI petrol engine, with a remarkable 300PS of power and 400Nm of torque, with a seven-speed DSG transmission, 4Drive system, Akrapovic exhaust system and progressive steering, to create a vehicle like no other.

Exuding greater confidence and self-assurance, the CUPRA Ateca Limited Edition integrates a raft of new highlights that allow the vehicle to stand out even more. Its exterior design is amplified with a plethora of performance additions, while the interior is subtly fine-tuned to offer even greater levels of sophistication.

“The CUPRA Ateca Limited Edition is a vehicle that will surprise car enthusiasts and shows our passion for developing and designing products that exude the essence of the brand. With the Limited Edition we’ve turned up the volume on the visual styling and driving sound,” says CUPRA CEO Wayne Griffiths.

The ultimate in design performance

The CUPRA Ateca Limited Edition’s thrilling performance blends seamlessly with its emotive exterior design, emphasising the spirit and DNA that every vehicle that holds the CUPRA must have.

From the simplicity of the Copper CUPRA lettering to the exclusive exterior details, such as the unique Copper thread carbon fibre roof spoiler and mirror covers, a material carefully crafted by CUPRA and limited to the CUPRA Ateca Limited Edition that defines the high-performance SUV and underlines its CUPRA DNA. The vehicle’s colour palette includes Graphene Grey – a new addition to the options list and exclusively available to the CUPRA Ateca Limited Edition – Energy Blue and Rodium Grey, heightening the CUPRA Ateca Limited Edition’s levels of sophistication are instantly evident.

Add to this the newly designed and exclusive 20” copper alloy wheels with a wider track that bring a new, determined aesthetic to the Ateca, while they also



prominently house the standard 18" Brembo brakes, and the high-performance SUV is destined to astound enthusiasts.

An interior of exquisite details

No vehicle could hold the CUPRA name without an interior of the highest quality, and the Ateca Limited Edition offers the greatest levels of sophistication, visual appeal, tactility, comfort and modernity.

Rarity begins before the driver even enters the vehicle cabin, when they pick up the keys, housed in a CUPRA carbon fibre cover. Once inside, the uniqueness of the Ateca Limited Edition continues with the Petrol Blue Alcantara bucket sports seats, a colour that continues through to the rear seats and door panels, adding a visual allure not seen in the CUPRA Ateca before.

The new colour is complimented with the introduction of black frames surrounding the air outlets and central console while copper carbon fibre interior mouldings frame the dashboard and climate controls. Add to this the inclusion of premium CUPRA floor mats, and it's clear that every single detail counts.

Power and performance delivered

The CUPRA Ateca Limited Edition maintains the marque's determination to provide the ultimate dynamic performance in every vehicle it develops, and this high-performance SUV is no different.

Its alluring exterior design hides one of the most advanced 2.0 litre turbocharged petrol engines on the market. The 300PS, 400Nm TSI unit provides the momentum to allow the Ateca to reach 100km/h in just 4.9 seconds, with top speed of 247 km/h.

Linked to a sophisticated 4Drive system, seven-speed dual-clutch DSG transmission, and a steering system designed to offer the perfect balance between directness and feedback, and the driver is presented with a dynamic assurance found in few other vehicles in the class.



Add to this the titanium branded Akrapovic exhaust system that provides an exclusive and highly emotive exhaust note – while also saving 7kg in overall weight – and the CUPRA Ateca Limited Edition is conceived to offer the ultimate in sophisticated performance.

The CUPRA Ateca Limited Edition's rarity will be guaranteed with just 1,999 units entering the market, placing it among the most unique of vehicles on the road.

For the launch of the CUPRA Ateca Limited Edition, the company has set up its first online reservation platform, a solution whereby customers can reserve their vehicle up to six weeks before sales are scheduled to begin. This is the first project developed by SEAT:CODE with the goal of taking a further step towards the company's e-Commerce strategy.

CUPRA Ateca Limited Edition

Engine	2.0 TSI
Cylinder/Valves	4-cyl - 16v
Displacement	1,984cc
Bore and stroke	82.5 x 92.8
Compression ratio	9.3
Max. Power	300PS
Max. Torque	400 Nm
0 to 100 km/h	4.9 secs
Maximum speed	247 km/h
CO ₂ Emissions	192-201 (WLTP) / 168 (NEDC)
Fuel consumption	8.5-8.9 (WLTP) / 7.4 (NEDC)



CUPRA is an exclusive brand for unique people, designed to captivate customers and meet all car lovers' expectations of uniqueness, sophistication and performance. In its first year of life, CUPRA sales in 2018 went up by 40% compared to last year, reaching 14,400 units. Along with the launch of new models, CUPRA will also keep the motorsport and racing spirit alive by participating in the TCR series. The CUPRA world is alive and ready to conquer a new group of enthusiasts in close to 280 specialised corners and stores around the world.

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